



## **BREAKING THE RECORD – A First for Science Communication in the International Year of Astronomy 2009**

**S. Trifourki** (1,2), **C. Mosoia** (1,2) and **M. Zoulias**  
(1) Space Connections, Innovative Technologies  
Centre, Bradford, UK, (2) Cosmos Media,  
Manchester, UK,  
[sotira@spaceconnections.net](mailto:sotira@spaceconnections.net)

### **Abstract**

Bringing Science to the forefront of the media and public is not an easy task. The International year of Astronomy has managed to do this in a way that has never been done before uniting people on a global scale through the effort of a network of scientists, science communicators, journalists, researchers, NGO's and educators from all fields engaging the citizens of the world to discover their place in the Universe.

We present an account of the numerous groundbreaking events and activities that have been a first for science communication that have taken place in Greece, Romania, Cyprus and the UK.

In Romania the Science Newspaper was created to raise awareness of science communication through the means of science journalism. It evolved to become a platform for bringing together journalists interested in science, scientists with an audience, in specialisms of all fields. The Science Newspaper evolved to a point where it can be seen as a tool in educating the next generation of science communicators, particularly science journalists with the public themselves documenting their science experiences. The newspaper appears in Romanian and English language.

Opportunities for the future include a number of projects including the Beautiful Science Network, a British Council project about linking science, education and the arts in providing a platform for young people to communicate with the wider public, in an open, comprehensive, inspired and interactive way. Contestants from the Famelab competition including Greece, Cyprus, Romania and the UK are currently participating in various projects bringing science to the public in a number of extraordinary ways.

In Greece most of the IYA2009 related activities were organized by Science Centres and amateur astronomers. Professional organizations, university departments and research institutes are also involved, with various activities in most cases in a synergy with amateur societies and clubs. Amateur astronomers and Science Centres can sometimes communicate more effectively with the public and the youth, because of their hands-on approach and innovative multimedia tools respectively.

In the UK the community of planetaria providers developed shows with education and outreach activities to engage the public through powerful immersive multimedia platforms.

We present three different means towards a common cause. As a running theme and legacy of IYA 2009 we give an update on the events that took place during Global Astronomy Month, especially the Saturn and Lunar Weeks.